Stronger Housing, Safer Communities

Community Profile
Santa Rosa

Key Issues

The Santa Rosa Community Profile Area is comprised mostly of single-family homes, many of which were likely built after 1980 to modern seismic codes. Most of the housing is however less than 10 stories and is therefore unlikely to have a foundation that can withstand liquefaction. The households located in the portion of the profile area where soils are susceptible to liquefaction are mostly renter-occupied, very low income, households that are majority non-white and housing cost burdened. This combination of characteristics suggests that the communities living in the portion of the profile area that is most likely to have vulnerable housing have limited ability or resources to invest in improving the housing they live in. These characteristics also mean that these community members are more likely to be displaced if the housing they live in is damaged, and will struggle to find affordable housing near jobs, schools, services and support networks they rely on.

Description of the Profile Area

The Santa Rosa Roseland Area Community Profile area is located in the southwest quadrant of the City of Santa Rosa. The profile area corresponds with the Roseland Area/Sebastopol Road Specific Plan area (Roseland Specific Plan area) that is approximately 1,860 acres, including about 1,220 acres of City lands and about 640 acres of unincorporated lands. As described in the Roseland Area/Sebastopol Road Specific Plan Request for Qualifications, April 22, 2014 "The plan area is more culturally diverse than Santa Rosa as a whole, and contains a variety of housing types and non-residential uses. Older and newer subdivisions exist side by side with multifamily housing throughout the area. Both retail and industrial uses are part of the fabric of the area."

The majority of existing land use in the profile area is residential, although there are significant employ-

ment areas along the northern and eastern boundaries. There are also several vacant commercial and residential parcels in the profile area that are appropriate for infill development. Major transportation routes in the profile area include Highway 12 to the north and Highway 101 to the east, and there are three Santa Rosa City Bus routes serving the area including 9 Sebastopol Road, 12 Roseland, and 15 Stony Point Road, and two Sonoma County Transit routes, including the 20 and 22. There are two waterways in the profile area, Roseland Creek that has a public access trail and Colgan Creek. In addition, there are three parks that provide urban open space including Southwest Community Park, Bayer Neighborhood Park, and Bellevue Ranch.

The profile area includes two Priority Development Areas (PDAs). The Roseland Area PDA is about 1,300 acres area between Sebastopol and Bellevue Road, and from Stony Point Road to Highway 101. The Sebastopol Road Corridor PDA extends about one-quarter mile on each side of the Sebastopol Road and runs its length generally from Wright Road to downtown Santa Rosa. The profile area is the subject to an ongoing Specific Plan planning process to address multi-modal access and connectivity, affordable housing, accessible design, and financing. The Specific Plan process will

include concurrent rezoning and pre-zoning, a programmatic Environmental Impact Report (EIR) and will inform any future annexation process of unincorporated areas in Roseland.

Hazards

Due to its proximity to the Hayward Fault, the entire profile area is subject to ground shaking of MMI XIII[1] or higher from either a Hayward or San Andreas event. The local Healdsburg and Rodgers Creek faults pose additional earthquake hazards to the area. Approximately two-thirds of the profile area, mostly on either side of Colgan Creek, has a moderate risk of liquefaction, meaning that the soil types are susceptible and the area is likely to be shaken long and hard enough to trigger liquefaction. There are a number of secondary hazards that could be triggered by a seismic event including fire or flooding due to pipe breakage. The profile area may also be subject to localized flooding during storm events if down-gradient stormwater and flood control infrastructure capacity is diminished due to higher then expected downstream water levels.

Existing housing characteristics

There are approximately 3,385 housing units within the profile area. City-wide most housing units (69%) are single-family, and the vast majority (89%) were built after 1950. The project's regional analysis found that none of the block groups in the profile area have a triggering level (30% or more) of housing units vulnerable to ground shaking. This is likely because the majority of the houses were likely built after most modern seismic codes were adopted (i.e., after 1980). Visual inspection of publically available map imagery suggests that there are some older single-family homes that may have short cripple walls, however these houses do not appear to be widespread in any of the profile area block groups. No block groups were identified with a triggering level of housing vulnerable to flooding as there is no existing 100-year flood plain, however all of profile area has a triggering level of housing likely to have a foundation insufficient to withstand liquefaction (e.g., <10 stories).

1   The Modified Mercalli Intensity (MMI) scale depicts shaking severity. MMI VIII is very strong shaking that can cause extensive damage to unreinforced masonry buildings, including partial collapse; fall of some masonry walls; twisting, falling of chimneys and monuments; wood-frame houses move on foundations if not bolted; loose partition walls thrown out (http://quake.abag.ca.gov/shaking/mmi/).

Community characteristics

The project's regional analysis found that the northwest corner of the profile area is comprised of block groups with greater than 30% of households that are very low income (earning less than 50% of area median income), and that all of the block groups have a low high school graduation rate compared to the regional block group average. This result is similar to the city-wide finding that 25% of all households are considered very low income (Santa Rosa General Plan, 2009; Housing Element update 2014 to 2022; based on 2010 U.S. Census data). All but three block groups in the north central portion of the profile area are housing cost burdened, meaning that 15% or more households spend 50% or more of their income on housing. City-wide, 45% of households are housing cost burdened, with almost equal percentage of renter and owner occupied households overpaying for housing. Four block groups in the northeast corner of the profile area have high renter occupancy, meaning that the percentage of renters is greater than the regional block group average. City-wide, 54% of households are owner occupied, meaning that 46% are renter occupied.

There is a total of 10,222 households in Santa Rosa, which is a 37% increase since 2000, and a population of 31,176, a 36.4% increase since 2000 due to annexation and growth (City of Santa Rosa Census 2010 Review, May 2013, Southwest Quadrant Analysis, Santa Rosa River to Ludwig/Bellevue Avenues, South Wright Road to Highway 101, excluding unincorporated areas). The average household size in Santa Rosa is 2.59 persons per households and is projected to increase due to an increase in the number of children and multigenerational households. The majority of households are occupied by families (62%), with over half of those families having children. City-wide, 23% of all households are headed by a senior (over 65 years), most which are owners rather than renters.

The six block groups concentrated in the northeast corner of the profile area, south of Highway 12 and west of Highway 101, have 70% or more non-white community members and one of these block groups, west of Highway 101 and north of Hearne Avenue, has 20% or more of the households without a member 15 years or older that speaks English well (e.g., non-

English speaking or linguistically isolated). One block group (just west of Stony Point Road, between Rose and Hearn Avenues) has greater than 20% of non-English speaking households but is not greater than 70% non-white. While there are a few other block groups near the profile area that share these characteristics most of the surrounding area has less than 70% non-white and less than 20% non-English speakers. This is consistent with the overall ethnic and cultural diversity of Santa Rosa, which is similar to Sonoma County, with 71% white, 29% Hispanic or Latino, 5% Asian or Pacific Islander, 5% bi-racial, 2% black or African American, and 2% American Indian or Alaska Native.

Santa Rosa is the employment center for Sonoma County, and a hub of medical, government, banking and other county services. There are likely many seasonal and year-round farmworkers that live in the city, although the number is unknown, and there are more jobs than employed residents leading to many commuters entering the city each day.

City-wide in 2012 20% of the population had a disability as defined by the American Community Survey (hearing, vision, cognitive, ambulatory, self-care, independent living). Many of these disabled community members live in community care facilities or group homes.

Community Serving Facilities

Community services in the profile area include the Roseland Fire Department, a nursing home (the Santa Rosa Convalescent Hospital) and four assisted living facilities (Sunset Garden, St. Francis Assisted Living, Stony Point Lodge, A a Best Care LLC). The Council on Aging, a local nonprofit, supports the independence and well-being of older residents, and provided services such as financial counselors, meals on wheels, legal assistance, and senior day activities. The City offers classes and daily events at the Bennett Valley Senior Center and the recently completed Person Senior Wing of the Finley Community Center (opened in 2012). The Redwood Empire Food Bank provides supplemental groceries to maintain seniors' health and independence.
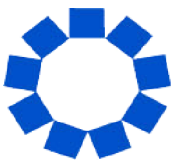
The Santa Rosa Neighborhood Revitalization Program, a task force focused on specific neighborhoods, is concentrating on three neighborhoods within the profile area (Olive Corby, Corby/Beachwood, Sunset McMinn), and the Citizens Organized to Prepare for Emergencies (COPE) program is assisting residents, families, and neighborhoods to become and remain better prepared to respond to and recover from emergency situations.

Measure O was adopted by the Santa Rosa City Council in August 2004, imposing a special transactions and use tax, which was subsequently approved by over two-thirds of Santa Rosa voters in the November 2004 election. The special tax measure increased sales tax by a quarter cent to fund specific Police, Fire, and Gang Prevention/Intervention programs, as set forth in the Ordinance. To date, Measure O funds have been used by the Police Department for traffic enforcement, patrol expansion and replacement of the patrol fleet, support staffing for the Fire Department, enhancement and improvement of in-school gang prevention and intervention education, after school and summer academic programs, and grants for non-profit community service organizations. Lastly, Measure O funds support staffing for the Neighborhood Revitalization Program.

Community facilities or public spaces that could serve as gathering locations or sources of emergency information or assistance include a number of public and private schools (Roseland Elementary, Roseland Creek Elementary, Roseland University Prep High School, Roseland Accelerated Middle School and Sheppard Accelerated, St. Michaels's Orthodox, Roseland Charter School, Meadow View Elementary, Elsie Allen High School, Midrose High School, and the Roseland Center Head Start preschool. In addition there are seven churches, or places of worship, and four neighborhoods and one community park (South Davis Street Park, Bayer Neighborhood Park and Garden, Southwest Community Park, Bellevue Ranch) in the profile area.

BAY AREA HOUSING AND COMMUNITY MULTIPLE HAZARD RISK ASSESSMENT

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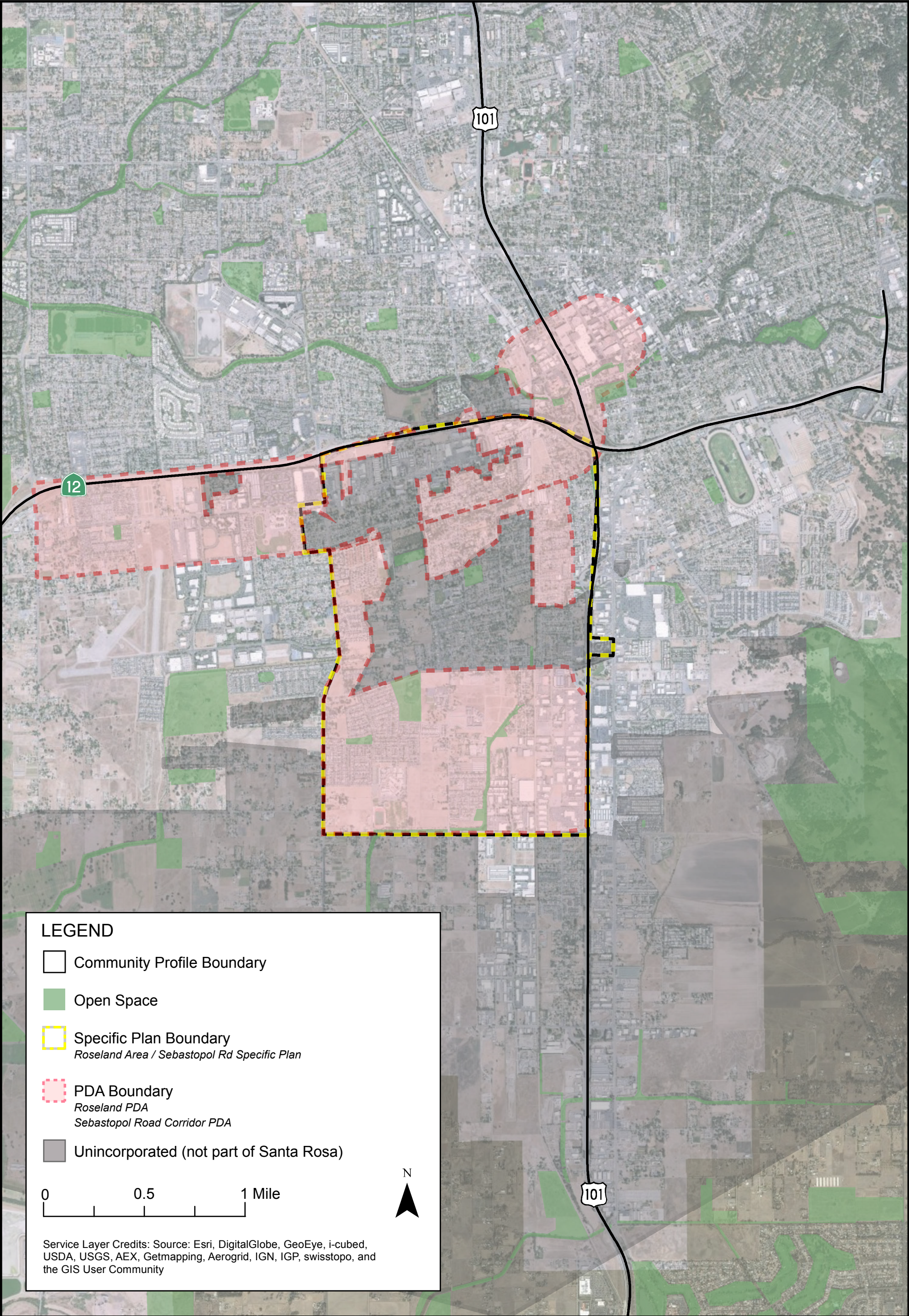
LEGEND

☐ Community Profile Boundary

🟩 Open Space

⬜ Specific Plan Boundary
Roseland Area / Sebastopol Rd Specific Plan

▨ PDA Boundary
Roseland PDA
Sebastopol Road Corridor PDA

▨ Unincorporated (not part of Santa Rosa)

0   0.5   1 Mile

N

Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

SANTA ROSA COMMUNITY PROFILE
PLANNING BOUNDARIES

earthquake and hazards program
Association of Bay Area Governments

Adapting to Rising Tides

0   0.75   1.5 Miles

BAY AREA HOUSING AND COMMUNITY MULTIPLE HAZARD RISK ASSESSMENT

LEGEND

☐ Community Profile Boundary

🟥 Alquist-Priolo Fault Zone (Rodgers Creek)

🟨 Liquefaction Hazard
Liquefaction Suceptibility Zones (moderate, high, very high) in areas with MMI Shaking of VIII or greater.

▨ Ground Shaking
MMI Shaking VIII or greater a M7.8 San Andreas, M7.0 Hayward, or M7.2 Rodgers Creek scenarios.

0   0.5   1 Mile

N

Sources:
USGS Earthquake Shaking Scenarios
ABAG Liquefaction Hazard Data

Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

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LIQUEFACTION & GROUND SHAKIN

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Adapting to Rising Tides

0   0.75   1.5 Miles

BAY AREA HOUSING AND COMMUNITY
MULTIPLE HAZARD RISK ASSESSMENT

101

12

101

LEGEND

☐ Community Profile Boundary

■ Existing Water

■ 100 Year Flood Zone
FEMA Flood Zones A, AE, V, VE.

0   0.5   1 Mile

N

Sources:
FEMA Map Service Center
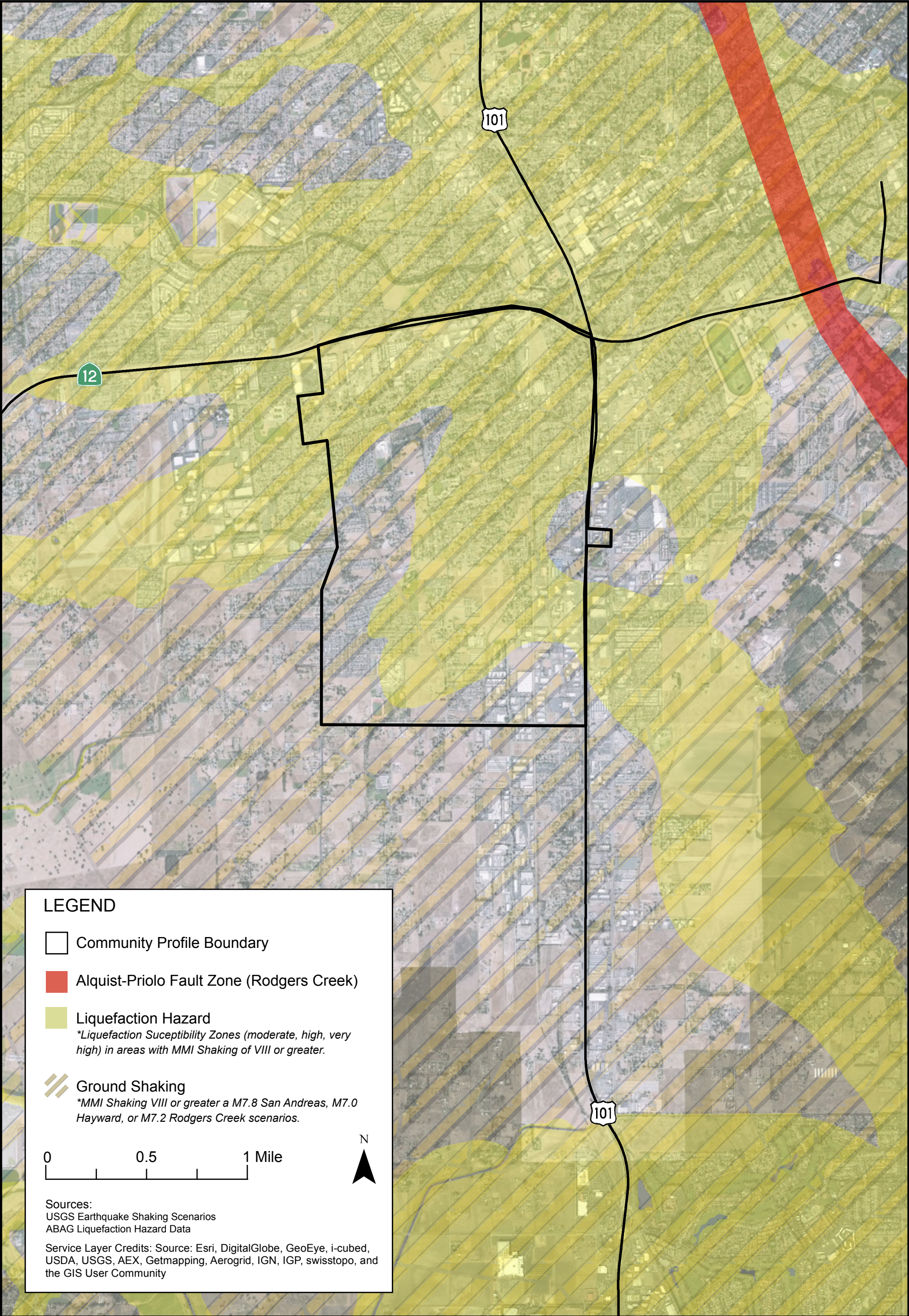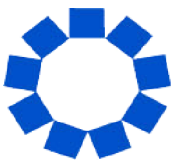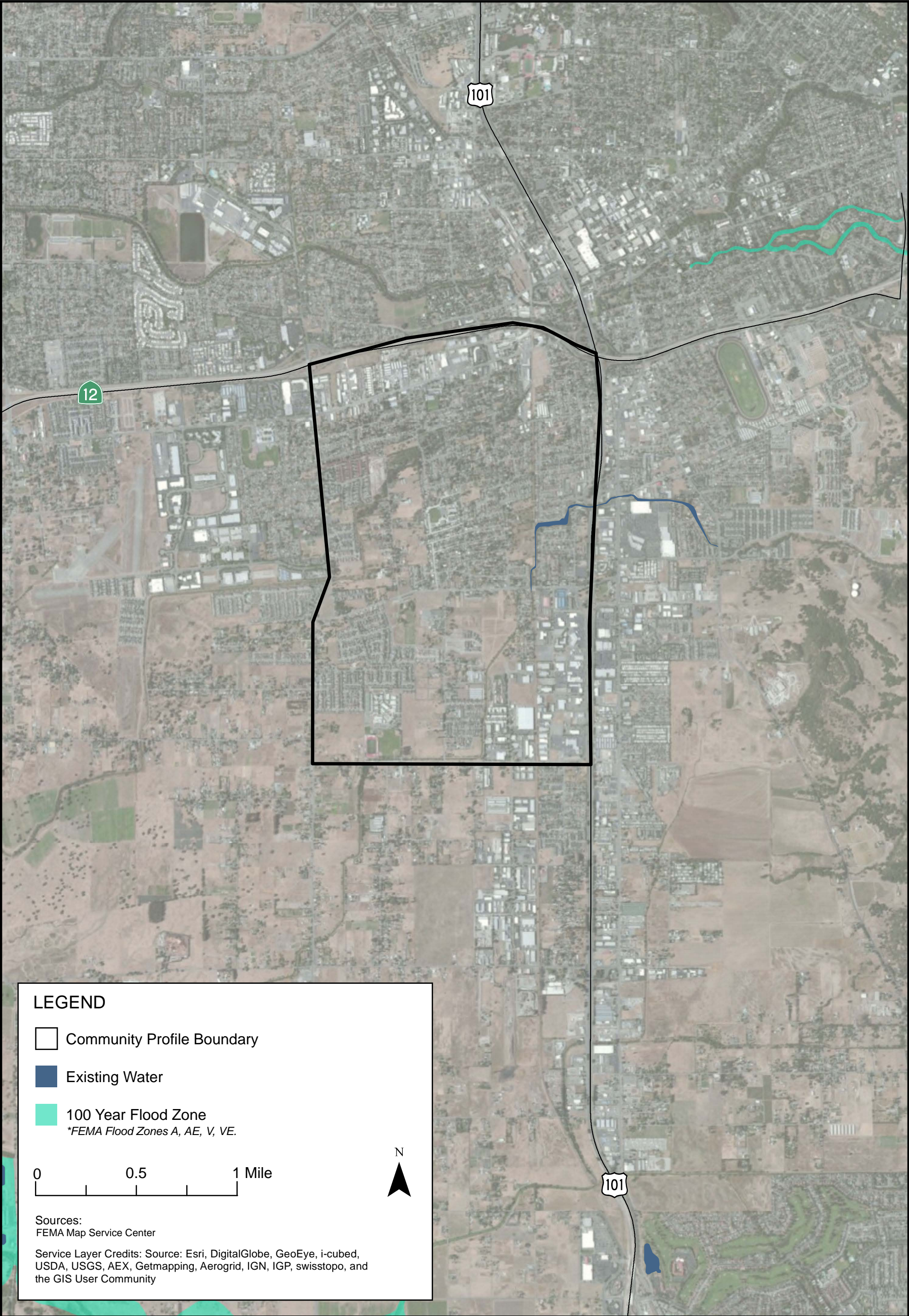
Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, i-cubed,
USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and
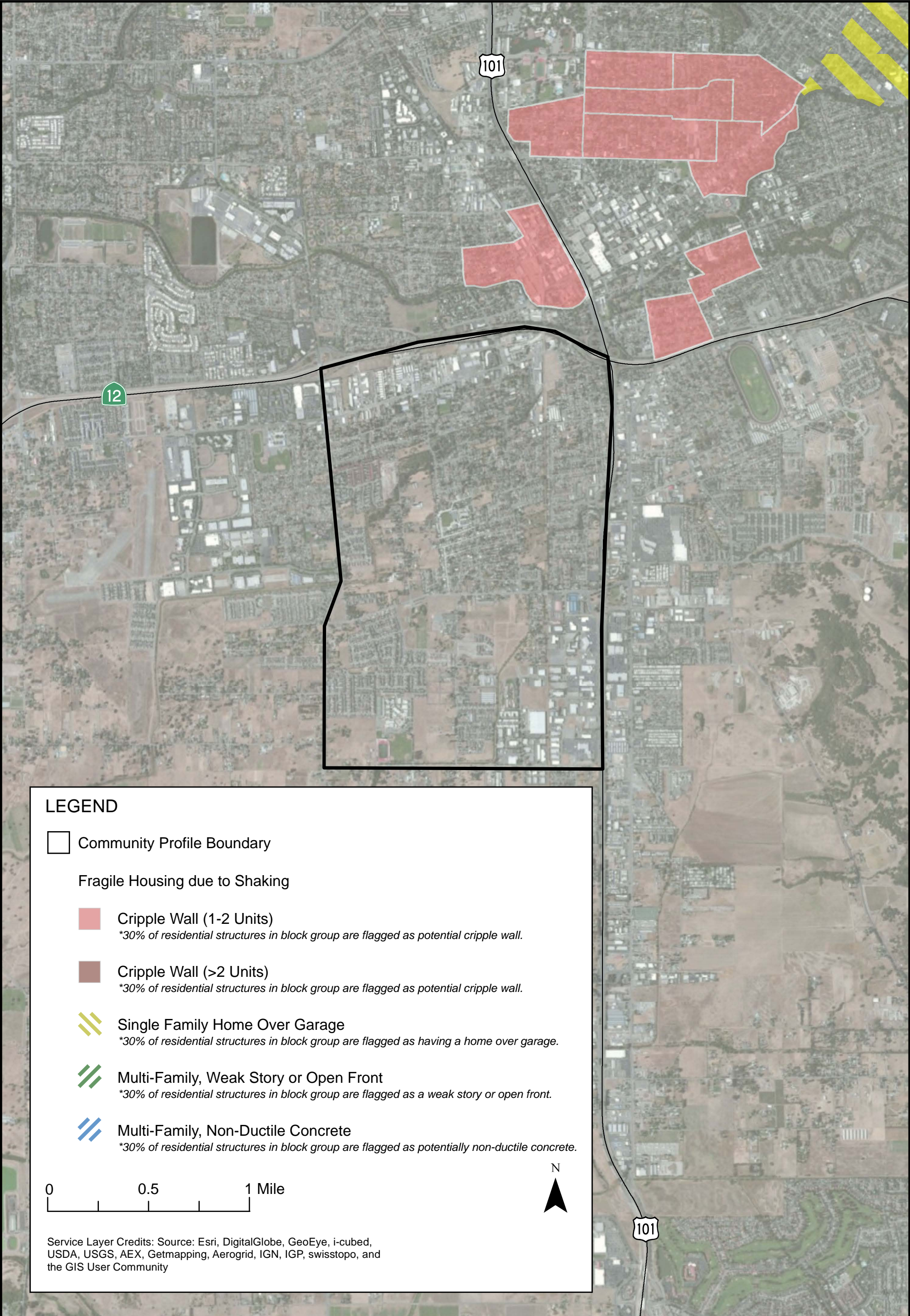the GIS User Community

BAY AREA HOUSING AND COMMUNITY MULTIPLE HAZARD RISK ASSESSMENT

LEGEND

☐ Community Profile Boundary

Fragile Housing due to Shaking

▮ Cripple Wall (1-2 Units)
30% of residential structures in block group are flagged as potential cripple wall.

▮ Cripple Wall (>2 Units)
30% of residential structures in block group are flagged as potential cripple wall.

▨ Single Family Home Over Garage
30% of residential structures in block group are flagged as having a home over garage.

▨ Multi-Family, Weak Story or Open Front
30% of residential structures in block group are flagged as a weak story or open front.

▨ Multi-Family, Non-Ductile Concrete
30% of residential structures in block group are flagged as potentially non-ductile concrete.

0   0.5   1 Mile

N

BAY AREA HOUSING AND COMMUNITY MULTIPLE HAZARD RISK ASSESSMENT

LEGEND

☐ Community Profile Boundary

▨ Fragile Housing due to Liquefaction

30% of residential structures in block group are in a liquefaction hazard zone and are less than ten stories.

▨ Fragile Housing due to Earthquake Induced Landslide

0   0.5   1 Mile

N

Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

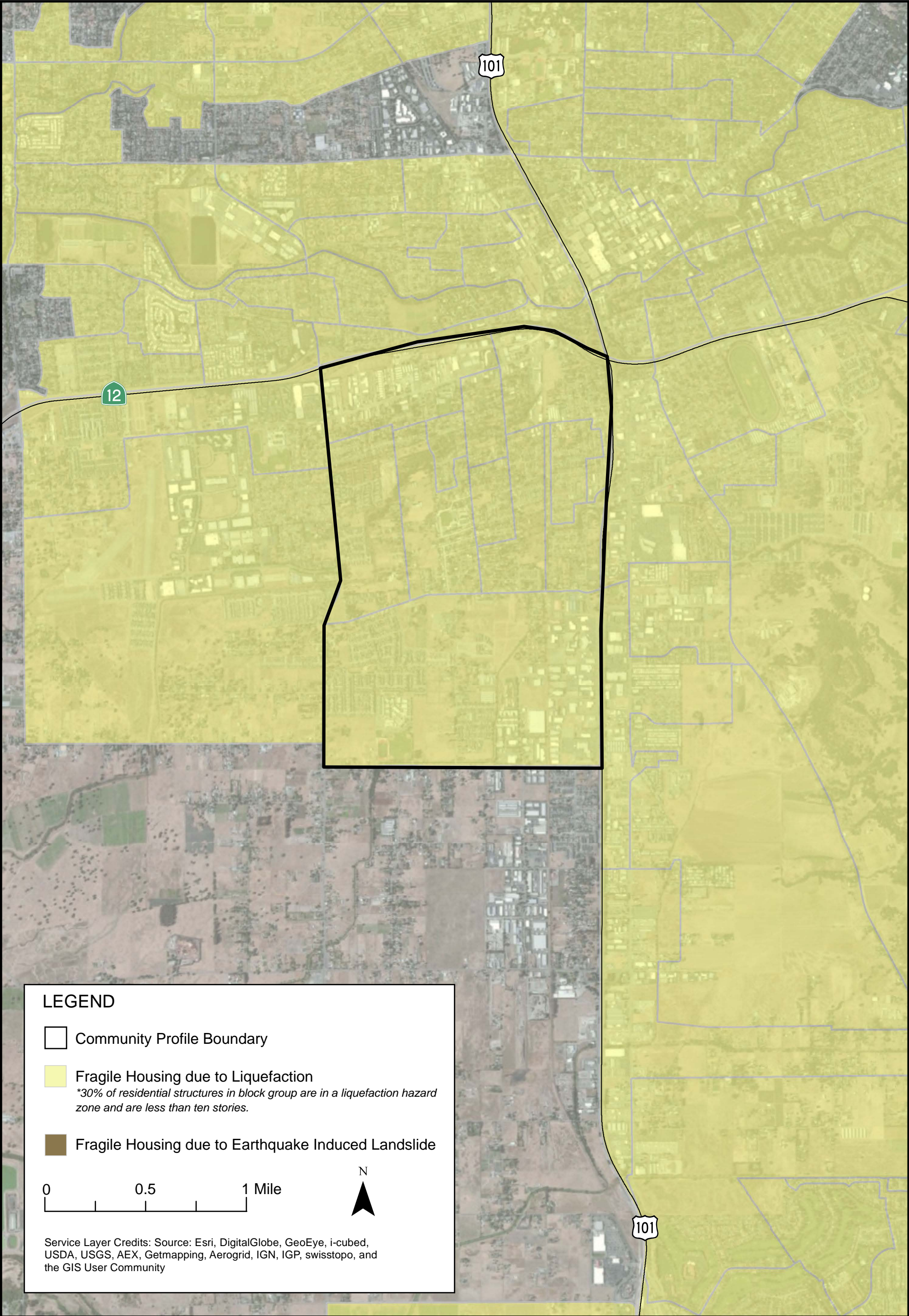# BAY AREA HOUSING AND COMMUNITY
MULTIPLE HAZARD RISK ASSESSMENT

LEGEND

☐ Community Profile Boundary

🟦 Fragile Housing due to Flooding
30% of residential structures in block group are in the current 100 year flood zone, and/or inundated by MHHW + 48" sea level rise.

0   0.5   1 Mile

N

Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

LEGEND

☐ Community Profile Boundary

Community Indicator Score
Summation of 10 indicators in each block group. (A score of 0 represents no indicators present, a score of 10 corresponds to all indicators present within a block group.

■ 3-4

■ 5-6

■ 7-10

0   0.5   1 Mile

N

Sources:
U.S. Census Bureau, 2010 Census, Summary File 1.
U.S. Census Bureau, 2006-2010 American Community Survey 5-Year Estimates.
Metropolitan Transportation Commission

Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

BAY AREA HOUSING AND COMMUNITY
MULTIPLE HAZARD RISK ASSESSMENT

LEGEND

☐ Community Profile Boundary

■ High Percentage of Children Under Age 5
Block groups where the percentage of children under 5 years of age is greater or equal to one standard deviation above the average for all block groups.

■ 10% or more of Population Over Age 75

0   0.5   1 Mile

N

SANTA ROSA COMMUNITY PROFILE
AGE

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Adapting to Rising Tides

LEGEND

☐ Community Profile Boundary

🟩 20% or more Non-English Speakers

🟪 70% or more Non-White

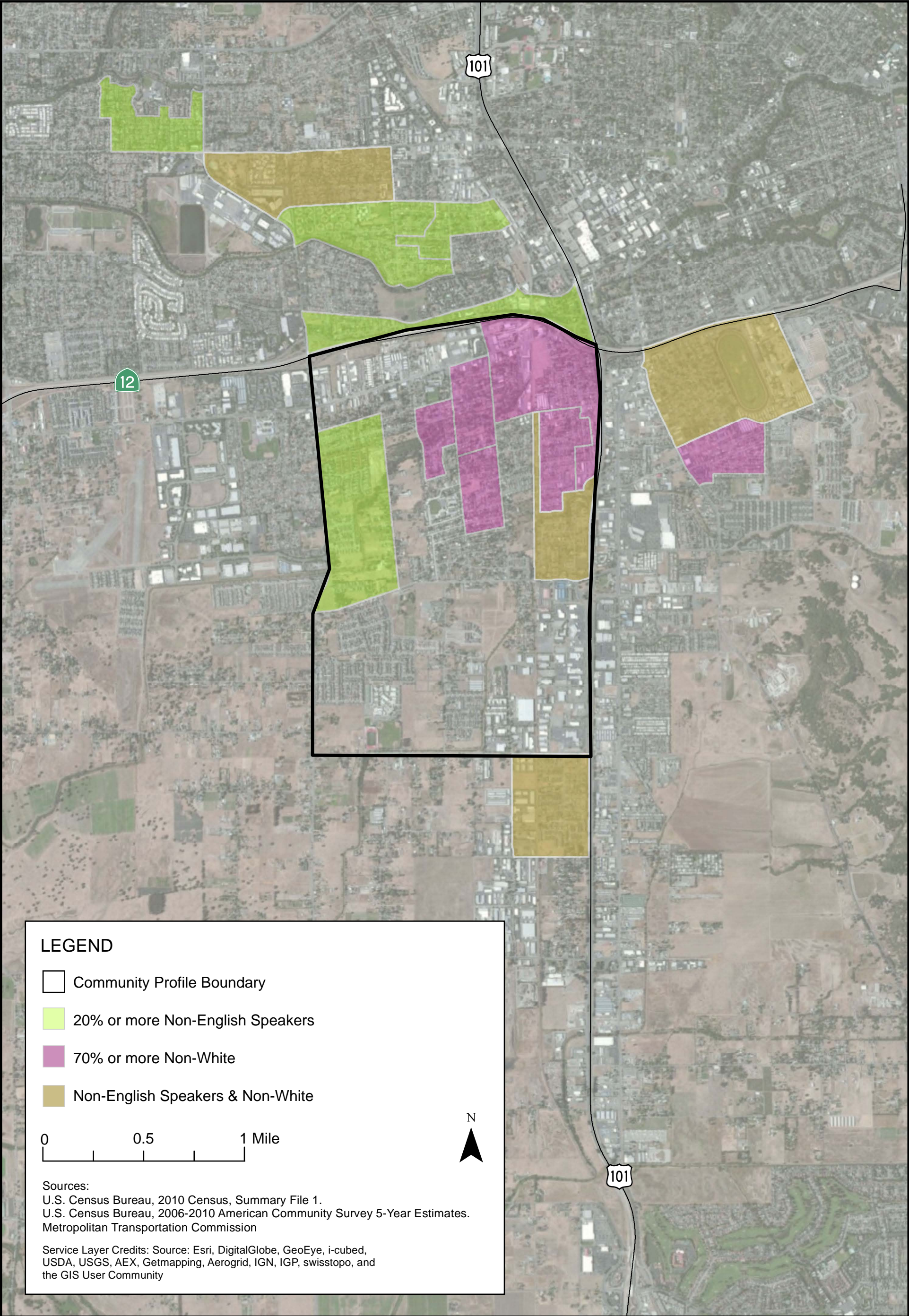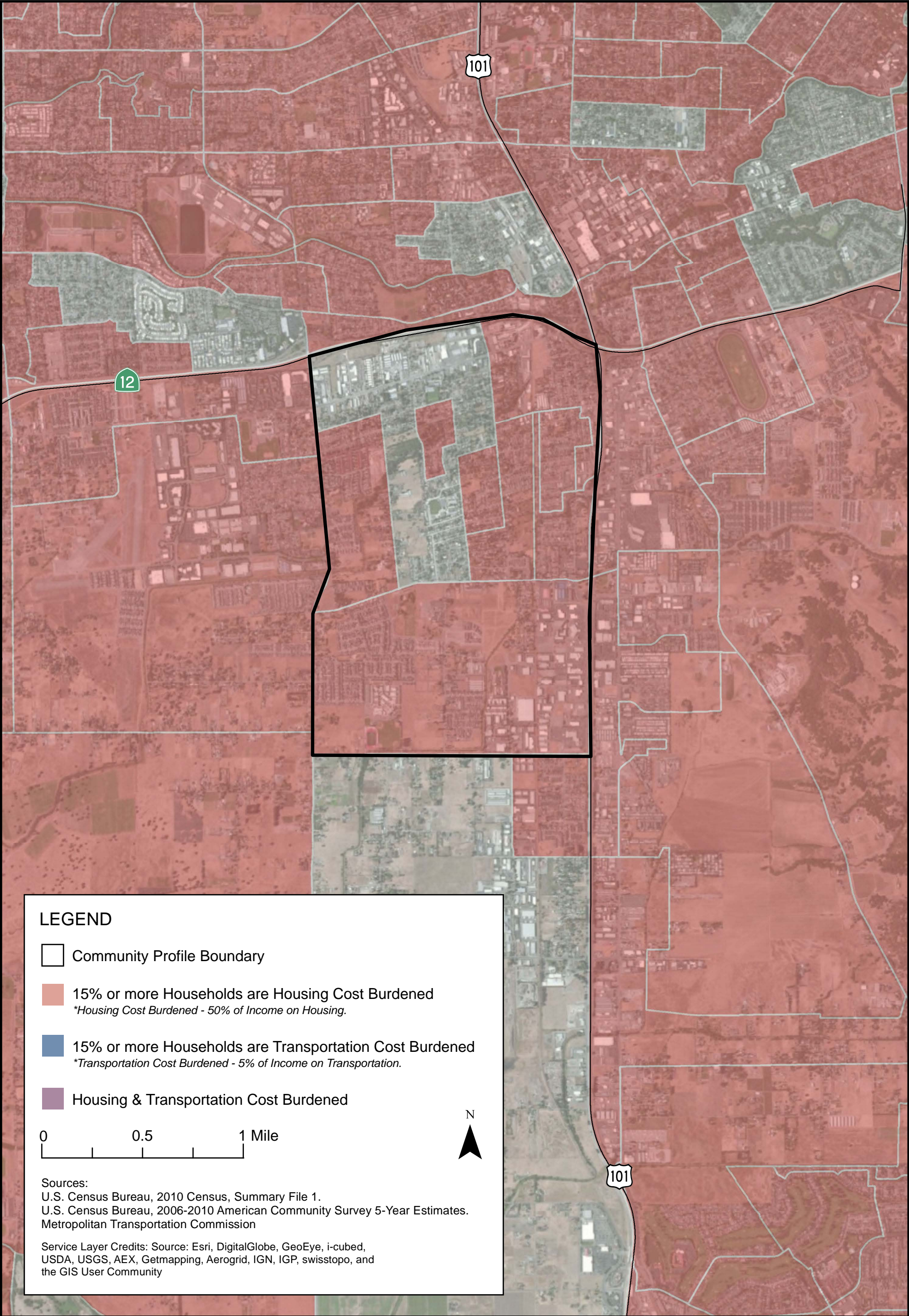🟨 Non-English Speakers & Non-White

0   0.5   1 Mile

N

Sources:
U.S. Census Bureau, 2010 Census, Summary File 1.
U.S. Census Bureau, 2006-2010 American Community Survey 5-Year Estimates.
Metropolitan Transportation Commission

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BAY AREA HOUSING AND COMMUNITY
MULTIPLE HAZARD RISK ASSESSMENT

LEGEND

▢ Community Profile Boundary

▮ 15% or more Households are Housing Cost Burdened
Housing Cost Burdened - 50% of Income on Housing.

▮ 15% or more Households are Transportation Cost Burdened
Transportation Cost Burdened - 5% of Income on Transportation.

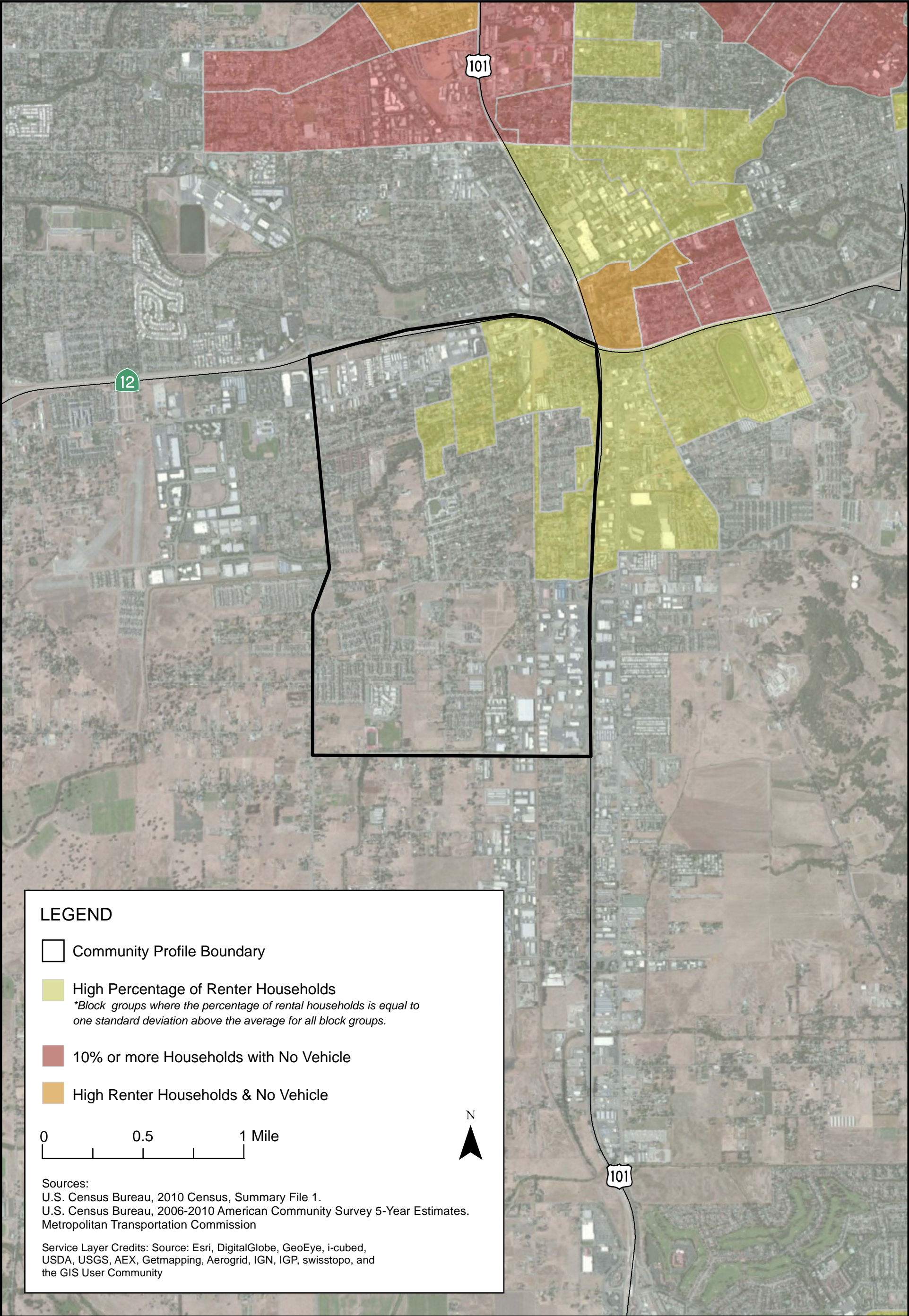▮ Housing & Transportation Cost Burdened

0   0.5   1 Mile

N

Sources:
U.S. Census Bureau, 2010 Census, Summary File 1.
U.S. Census Bureau, 2006-2010 American Community Survey 5-Year Estimates.
Metropolitan Transportation Commission

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SANTA ROSA COMMUNITY PROFILE
COST BURDENED

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Adapting to Rising Tides

BAY AREA HOUSING AND COMMUNITY MULTIPLE HAZARD RISK ASSESSMENT

LEGEND

☐ Community Profile Boundary

■ High Percentage of Renter Households
Block groups where the percentage of rental households is equal to one standard deviation above the average for all block groups.

■ 10% or more Households with No Vehicle
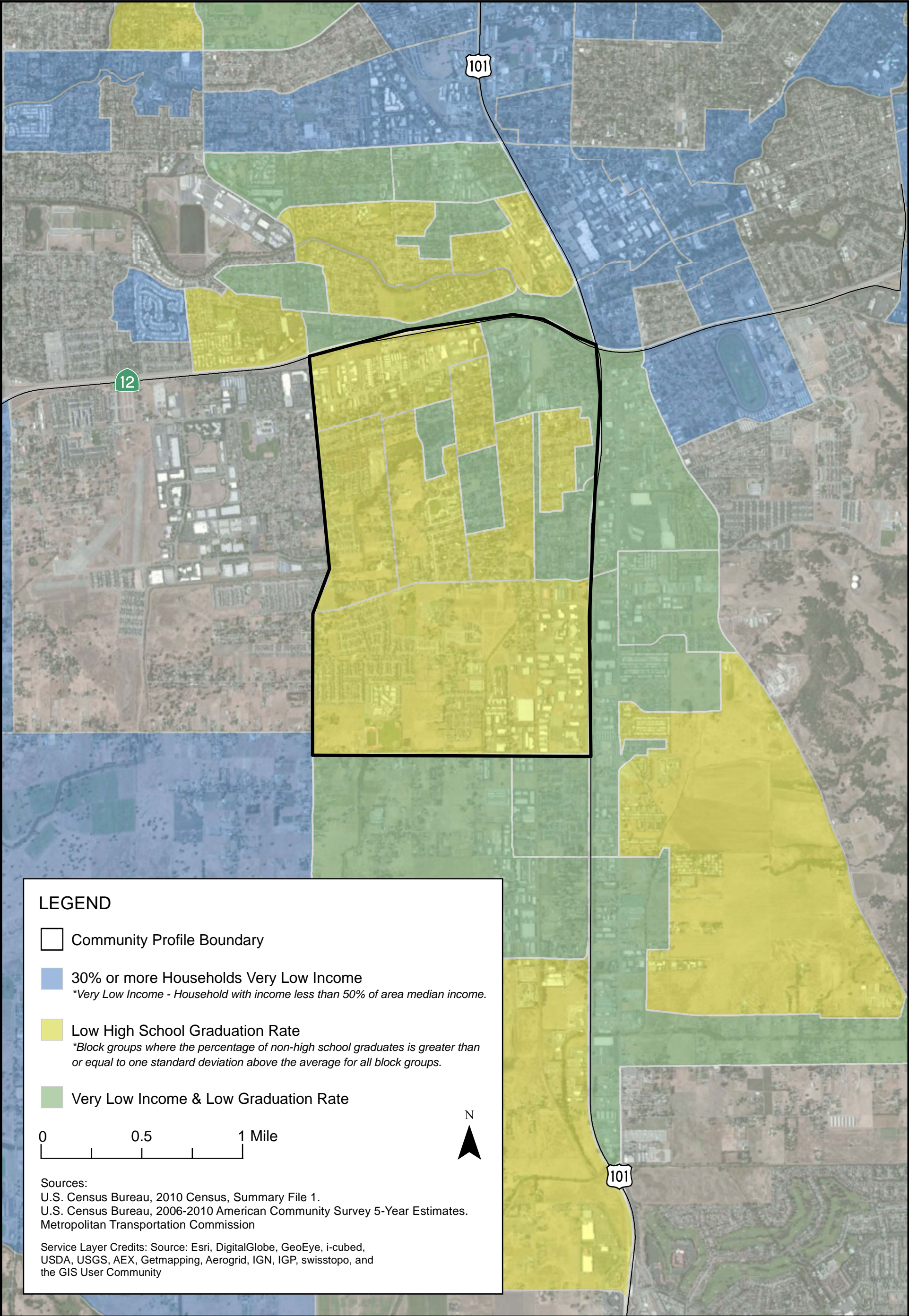
■ High Renter Households & No Vehicle

0   0.5   1 Mile

N

Sources:
U.S. Census Bureau, 2010 Census, Summary File 1.
U.S. Census Bureau, 2006-2010 American Community Survey 5-Year Estimates.
Metropolitan Transportation Commission

Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

SANTA ROSA COMMUNITY PROFILE
HOME & VEHICLE OWNERSHIP

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Adapting to Rising Tides

BAY AREA HOUSING AND COMMUNITY
MULTIPLE HAZARD RISK ASSESSMENT

LEGEND

☐ Community Profile Boundary

■ 30% or more Households Very Low Income
Very Low Income - Household with income less than 50% of area median income.

■ Low High School Graduation Rate
Block groups where the percentage of non-high school graduates is greater than or equal to one standard deviation above the average for all block groups.

■ Very Low Income & Low Graduation Rate

0   0.5   1 Mile

N

Sources:
U.S. Census Bureau, 2010 Census, Summary File 1.
U.S. Census Bureau, 2006-2010 American Community Survey 5-Year Estimates.
Metropolitan Transportation Commission

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